

OKLAHOMA CITY



8TH NATIONAL
CLEAN CITIES
CONFERENCE & EXPO
MAY 12-15, 2002



Conference information
is just a click away at
<http://www.ccities.doe.gov/conference.shtml>

Hosted by U.S. Department of Energy,
Office of Energy Efficiency and
Renewable Energy and the
Central Oklahoma Clean Cities Coalition.

Alternative Fuels: *Kick it Up a Notch!*



Sponsorship Opportunities

"What is the use of living, if it not be to strive for noble causes and to make this muddled world a better place for those who will live in it after we are gone?"

— Sir Winston Churchill

For more than a century, Oklahoma's Land Run of 1889 has inspired artists and writers who are drawn to the universal themes of adventure, hope, and discovery. The 8th National Clean Cities Conference seizes the opportunity to capitalize on those ideas as they relate to the ever-growing frontiers for AFVs. Please review some of our plans and see what fits in best for you.



Sponsor Round-up



Sunday - National Cowboy Hall of Fame and Western Heritage Center

\$50,000

The National Cowboy Hall of Fame, covering 220,000 square feet, preserves the rugged individualism and romantic spirit of the frontier. The Museum features an extraordinary collection of classic and contemporary Western Art, including works by Charles Russell, Frederic Remington and Albert Bierstadt. There are thousands of artifacts, a life-size Western town, and four interactive exhibits. This awe-inspiring Museum is a perfect springboard for a lively Conference. Sponsors receive all of the Platinum level benefits.



Tuesday - Happy Trails

\$50,000

The historic crossroads of commerce in Oklahoma City, Bricktown, is the latest success story in the cities dramatic revitalization. The area features restaurants, baseball, comedy clubs, and nightclubs. Our festivities on Tuesday, May 14th, will be located at "Bourbon Street," an up-scale restaurant located right on the Bricktown Canal. Water taxis, fueled by CNG, will be at our disposal to take us up and down the canal. Music, dancing, and good food will be the highlights of what promises to be a festive evening. Sponsor receives all of the Platinum level benefits.

Monday - Expo Hall Reception - How The West Was Fun \$30,000

The Expo Hall is converted into a festive, western-style environment on Monday evening from 5:30-8 p.m. Cowboys and cowgirls will trade their daytime attire for their favorite denim, cowboy boots, and bandanas. The celebration includes a barbecue, music, a chili cook-off and lots of local flavor. We'll provide lots of time for people to peruse exhibits and get books signed by our presenters who are also authors. The sponsor of the reception will receive all of the Gold level benefits.

Luncheons \$30,000 (Per lunch)

Monday - Prosperity Junction Luncheon

Tuesday - Back in The Saddle Again Luncheon

One of the highlights of Monday and Tuesday is lunch! In addition to all of the benefits listed under the "Gold Sponsor" category, if you care to have a speaking opportunity as part of the luncheon, we will arrange that for you. Sponsors receive all of the Gold level benefits.

Awards Breakfast \$20,000

Each year the outstanding achievements of coalitions throughout the country are recognized at the Tuesday morning (May 14th) Awards Breakfast. This year the breakfast is part of the Tuesday morning general session. The sponsor of this Breakfast is given a speaking opportunity as part of the celebration. The sponsor receives all of the Silver level benefits.

Coordinators Dinner \$20,000

The elegant Oklahoma City Petroleum Club, which offers a panoramic view as far as the eye can see, is the site of this year's Coordinators Dinner. The dinner is Saturday, May 11, 2002. Clean Cities Coordinators are the exclusive guests of the sponsor of this event. Coordinators will be invited to take an optional tour of the Historic District of the city prior to a reception, which will be followed by a plated dinner. Additionally, Coordinators will be treated to some form of entertainment with a distinctive Oklahoma City flavor. The sponsor has an opportunity during the evening to speak to the group. The sponsor receives all of the Silver level benefits.

ScienceFest \$20,000

The second annual ScienceFest, the Clean Cities Conference event devoted to educating children about alternative fuel vehicles, will be held from 9



a.m.-Noon on Monday, May 13th. In 2001, more than 600 Philadelphia-area school children were able to visit with exhibitors about

Alternative Fuel Vehicles, see some of the latest clean technologies, experience some hands-on activities with educators from the local science Museum, and participate in workshops. General Motors generously sponsored an appearance by Bill Nye, and we are looking into the possibility of repeating that in 2002. Depending upon the timing of the commitment, the sponsor is highlighted in a 4-color



brochure that will go to all Oklahoma elementary and middle school teachers; featured on the ScienceFest Web site; given a speaking opportunity during ScienceFest; and, their company logo will be placed on all printed materials. The sponsor also receives all of the Silver level benefits.

Backpack/Totebag \$15,000

The Conference gives away a unique item to each attendee as they register. We haven't decided what it will be yet, but last year it was a fetching backpack. As everyone walks around the Conference, your company logo will be prominently exposed to attendees and anyone else who happens to be observant. The only other logos on the giveaway are the Conference logo and DOE's Clean Cities logo. You'll also receive all of the Bronze level benefits.

Conference Breakfasts \$15,000 (Per breakfast)

Monday-Circling The Wagons

Wednesday-Tin Plate Special

Breakfast is a popular time at the Clean Cities Conference. Continental Breakfasts are provided Monday and Wednesday in the Expo Hall, giving attendees a chance to get a little nourishment and mingle with exhibitors. Sponsors receive all of the Bronze level benefits.

Baxter Black Sponsor \$10,000

An early program coup of the Conference is the confirmation of the inimitable cowboy poet Baxter Black. Baxter has been rhyming his way into the national spotlight as the best-selling cowboy poet in the world. He's written 12 books and achieved notoriety as a syndicated columnist and radio commentator. He's appeared on the Tonight Show, PBS and NPR. His trademark is intelligent but zany humor, cowboy-style, of course. The sponsor of Baxter's appearance will be given a logo listing next to Baxter's profile in the official Conference Program. A sponsor representative will also be given the opportunity to introduce Baxter in the General Session to Conference attendees. The Baxter Black sponsor also receives all of the Bronze level sponsor benefits.





Conference Breaks **\$10,000 (Per break)**

Conference Breaks are half an hour in length and take place in the Expo Hall. You may sign up for any of the following:

Monday Morning - Caffeinspiration

Monday Afternoon - Cookie Corral

Tuesday Morning - Coffee Roundup

Tuesday Afternoon - Treats From The Range

Wednesday - Coffeebration

Break sponsors receive all of the Bronze sponsor benefits.

Corralling All Coordinators **\$10,000**

Note: For Gold and Platinum level sponsors only

Clean Cities Coordinators are the lifeblood of the program. This year, for the first time, we would like to be able to offer a "Sponsored Registration" to Coordinators so it makes it more affordable for them to attend. Your sponsorship money will be used to cover the registration costs of Coordinators. In exchange for the complimentary registration, Coordinators agree to attend a Coordinator meeting on Sunday, May 12th. At that time, a representative from each company that sponsors this will be invited to make a 20 minute presentation to all of the Coordinators. There is a limit of three companies that can take advantage of this. In addition to the benefits you receive as a Gold or Platinum sponsor, you will be given four more complimentary registrations and an additional full-page ad in the Conference Program.

Press For Alternative Fuels Press Kit **\$10,000**

At the conclusion of the 2002 Conference, a Press Kit will be compiled and sent to all Clean Cities Coordinators. The purpose is to give them tools to continue to promote the importance of expanding the use of alternative fuels and alternative fuel vehicles. The kit includes a video tape with both the opening video and the concluding conference video, as well as ideas and tips on how to attract press/community attention. The sponsor has an opportunity (at your expense) to produce a message to the Coordinators that will be included in the video that is sent out. Additionally, you will receive logo recognition and acknowledgment in the Press Kit. The sponsor also receives all of the Bronze level benefits.

It's In The Bag **\$10,000**

Conference attendees will be pleasantly surprised as they check into their hotel rooms to find a conference hospitality bag. The logo of the sponsor will be printed on the bag and the sponsor can provide written material or an item that will be placed in the bag. All of the Bronze level benefits are included as part of this sponsorship.

The Truck Stops Here - Ride n Drive Signs: Sponsorship **\$10,000**

Our past attendees have overwhelmingly concluded that the Ride n Drive isn't long enough. So, this year we introduce a six-hour long event. Vehicles will be available to the general public to view, and to ask questions of manufacturer representatives. The sponsor will have their exclusive logo on all printed materials related to the Ride n Drive, including signs and maps, and next to the announcement of it in the schedule. Additionally, the sponsor logo will be on the wrist bands given to each driver to indicate that we've seen their credentials. All Corporate level benefits are included with this sponsorship.

Volunteer Polo-Shirts **\$5,000**

The Conference requires assistance from approximately 150 volunteers, each of whom will be given a polo shirt. Your company logo will appear on the shirt with the Clean Cities logo. Your company will be given five of the shirts. You will also receive all of the Corporate level benefits.

Agenda at a Glance **\$3,000**

The surprise hit of the last Conference was the all new "Agenda at a Glance." Your exclusive logo will appear on this "mini agenda" along with the Conference logo and DOE's Clean Cities logo. The benefits include those listed under "Friends of Clean Cities."

Name Badge Holder **\$2,500**

Did you know that those strings you wear around your neck and attach your name badge to have a name? They are called "lanyards" and you can have your company name appear on 1000 of them. They will be handed out with badges as people register on-site for the Conference. You'll also receive all of the "Friends of Clean Cities" benefits.

Local Flavor Performers **\$2,500**

Local entertainers who can provide the "feel" of Oklahoma, will be on hand at various times to mill about as people are registering, viewing exhibits, etc. Your company name and logo will appear wherever they are mentioned in the program. In addition, special signage with your logo will be made to alert Conference attendees as to when they might be able to take in some of these performers. The local entertainer for Monday morning will hand out a welcome flyer or item from your company (that you produce).





Sponsorship Levels

In-kind Sponsor

If you have a concept for an In-kind sponsorship from your company, please let us know. We will assess the level of contribution and work with you to make sure you receive appropriate recognition.

Friends of Clean Cities

\$2,500

- Logo listing in Official Conference Program
- Logo listing on Conference Signage
- Sponsor logo acknowledgment during General Sessions
- Two complimentary registrations

Corporate Sponsor

\$5,000

- Receive Friend Level Benefits, plus:
- One complimentary 10' x 10' exhibit booth space or vehicle display
- One quarter-page ad in the official Conference Program

Bronze Sponsor

\$10,000

- Receive Corporate Level Benefits, plus:
- Logo listing in program as sponsor of the break
- Sign displayed during the break listing your company name and logo
- Conference volunteers will hand out a promotional item/flyer of your choosing as attendees come into the Expo Hall during your break
- Bronze sponsors receive four complimentary registrations
- Logo listing and link on Web site
- Bronze sponsors receive one half-page ad in the official Conference Program

Silver Sponsor

\$20,000

- Receive Bronze Level Benefits, plus:
- Logo and title sponsorship listing in all printed material associated with your particular sponsored event
- Introductory or speaking opportunities as deemed appropriate for your event

- Logo acknowledgment on all printed materials associated with your event
- Silver sponsors receive two complimentary 10'x10' exhibit booth spaces or vehicle display. Silver level and higher sponsors may exchange one of their exhibit booths for three additional complimentary registrations.
- Silver sponsors receive five complimentary registrations

Gold Sponsor

\$30,000

- Receive Silver Level Benefits, plus:
- Conference volunteers will pre-set luncheon tables with a promotional item/flyer of your choosing
- There will be an entertainment component tied to the luncheon and Expo Hall events
- A gobo, that you provide, with your Company logo will be reflected on the wall of the General Session as people walk in for the morning and afternoon program
- Three weeks prior to Conference sponsors will receive labels for all registered attendees
- Company banner placement in the Expo Hall
- Gold sponsors receive one full-page ad in the official Conference Program

Platinum Sponsor

\$50,000

- Receive Gold Level Benefits, plus:
- Logo and title sponsorship listing on all printed materials associated with the conference
- Conference banner displayed that includes your company logo
- Company name included in General Conference press releases
- Platinum sponsors receive three complimentary 10' x 10' exhibit booth spaces or vehicle display
- Logo listing on all non-event specific Conference Signage
- Platinum sponsors receive eight complimentary registrations

We want to include you. Call today!

Contact Information

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Please keep in mind some crucial copy deadlines:

ScienceFest Brochure: 10/31/2001
Preliminary Conference Announcement: 12/14/2001
Coordinator Events Invite: 02/14/2002
Final Program: 04/03/2002
Agenda @ A Glance: 04/11/2002